

Program of Study Justifications for Human Services

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Social Health Services

| 2017-18 Program of Study | Level 1 | Level 2 | Level 3 | Level 4 |
|--------------------------------|--------------------------------------|-----------------------------|--|---|
| Social Health Services | Introduction to Human Studies (6137) | Lifespan Development (6013) | Family Studies (6136) -or- Dual Enrollment Social Health Services (4108) | Human Services Practicum (6138) -and/or- Psychology (3433) -and/or- Sociology (3432) -or- Dual Enrollment Social Health Services (4108) |

Description

Social Health Services focuses on the skills and knowledge needed for occupations that support the everyday functioning of society, such as social services workers, counselors, and family mediators. In this program of study, students investigate human needs and their impact on lifespan development, an overview of the human and social services fields, communication skills, and the historical and social changes of the modern family. As students' progress through the program of study, they will compile artifacts for a portfolio in preparation for future training at a postsecondary level.¹ Students may gain job experience while still in high school through local and Career and Technical Student Organizations (CTSO) competitions and work-based learning.

Job Outlook

According to the U.S. Bureau of Labor Statistics, the overall national employment of social workers is projected to grow 12 percent from 2014 to 2024, faster than the average for all occupations. Employment growth will be driven by increased demand for health care and social services, but will vary by specialty.²

- Employment of **child, family, and school social workers** is projected to grow six percent from 2014 to 2024, faster than the average for all occupations. Child and family social workers will be needed to work with families to strengthen parenting skills, prevent child abuse, and identify alternative homes for children who are unable to live with their biological families. In schools, more social workers will be needed due to rising student enrollments.

¹ Tennessee Department of Education. (2017). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>

² United States Department of Labor, Bureau of Labor Statistics. (2017, April 26). *Occupational Outlook Handbook, 2016-17 Edition*. Retrieved from <http://www.bls.gov/ooh/community-and-social-service/social-workers.htm>

- Employment of **healthcare social workers** is projected to grow 19 percent from 2014 to 2024, much faster than the average for all occupations. As baby boomers age, they and their families will require help from social workers to find care, increasing the need for healthcare social workers.
- Employment of **mental health and substance abuse social workers** is projected to grow 19 percent from 2014 to 2024, much faster than the average for all occupations. Employment will grow as more people seek treatment for mental illness and substance use disorders. In addition, drug offenders are increasingly being sent to treatment programs rather than to jail. As a result, use of substance abuse treatment programs is expected to grow, increasing demand for these specialists.²

Occupations in this program of study have bright outlooks nationally and statewide.³ **Figure 1** and **Figure 2** outline the related career opportunities in Tennessee.

Figure 1. Tennessee employment projections for social health service-related occupations with positive job openings projected 2014-24³⁴.

| Occupation | 2014 Estimated Employment | 2024 Projected Employment | Total 2014- 2024 Employment Change | Total Percent Change | Median Salary |
|--|---------------------------------|---------------------------------|---|----------------------------|------------------|
| Child, Family, and School Social Workers | 4,720 | 5,070 | 340 | 7.20% | \$41,240 |
| Community and Social Service Specialists, All Other | 880 | 970 | 90 | 10.40% | \$38,490 |
| Community Health Workers | 500 | 620 | 120 | 24.80% | \$31,950 |
| Counselors, All Other | 500 | 580 | 80 | 16.80% | \$38,870 |
| Clinical, Counseling, and School Psychologists | 1,890 | 2,290 | 410 | 21.50% | \$65,380 |
| Healthcare Social Workers | 3,420 | 4,470 | 1,050 | 30.60% | \$52,690 |
| Marriage and Family Therapists | 700 | 890 | 190 | 27.00% | \$33,840 |
| Mental Health and Substance Abuse Social Workers | 1,820 | 2,310 | 500 | 27.20% | \$32,650 |
| Mental Health Counselors | 2,740 | 3,580 | 830 | 30.40% | \$31,360 |
| Personal Care and Service Workers, All Other | 2,060 | 2,320 | 260 | 12.70% | \$21,780 |
| Social Workers, All Other | 680 | 720 | 40 | 5.50% | \$52,520 |
| Economists | 70 | 80 | 10 | 9.60% | \$80,860 |
| Psychologists, All Other | 160 | 150 | -20 | -9.90% | \$95,710 |
| Social Science Research Assistants | 550 | 660 | 100 | 18.90% | \$42,730 |
| Social Scientists and Related Workers, All Other | 320 | 340 | 20 | 7.30% | \$62,020 |

³ Tennessee Department of Labor and Workforce Development, Job4TN Online. (2017). *Occupational Projections (Long-term)*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

⁴ Tennessee Department of Labor and Workforce Development, Job4TN Online. (2017). *Employment Wage and Data*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

| | | | | | |
|---|-------|-------|-----|--------|----------|
| Substance Abuse and Behavioral Disorder Counselors | 1,370 | 1,900 | 530 | 38.80% | \$38,530 |
|---|-------|-------|-----|--------|----------|

Figure 2. State and national trends for social and human services assistant occupations with positive projections 2014-24⁵.

| United States | Employment | | Percent Change | Projected Annual Job Openings |
|-------------------------------------|-------------------|-------------|-----------------------|--------------------------------------|
| | 2014 | 2024 | | |
| Social and Human Service Assistants | 386,600 | 430,800 | +11% | 12,000 |
| Tennessee | Employment | | Percent Change | Projected Annual Job Openings |
| | 2014 | 2024 | | |
| Social and Human Service Assistants | 2,470 | 2,870 | +16% | 110 |

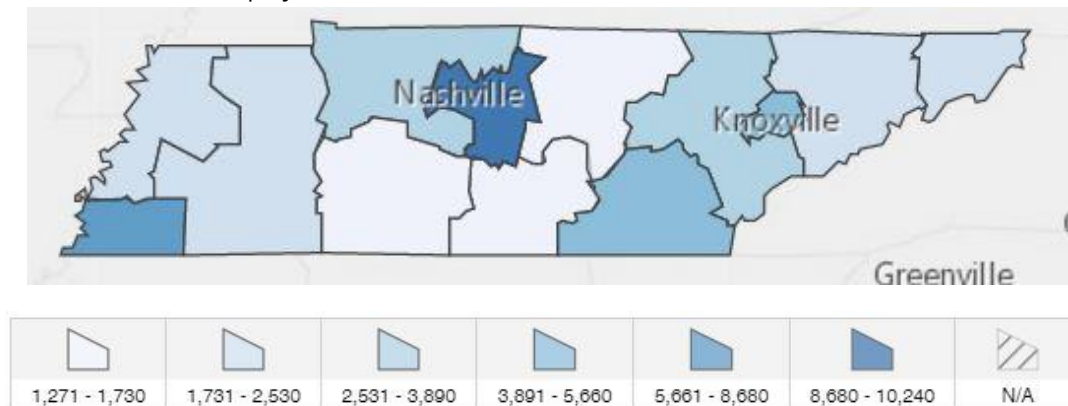
State and national trends for counselor occupations with positive projections 2014-24⁵.

| United States | Employment | | Percent Change | Projected Annual Job Openings |
|-----------------------|-------------------|-------------|-----------------------|--------------------------------------|
| | 2014 | 2024 | | |
| Counselors, All Other | 31,000 | 34,400 | +11% | 990 |
| Tennessee | Employment | | Percent Change | Projected Annual Job Openings |
| | 2014 | 2024 | | |
| Counselors, All Other | 500 | 580 | +17% | 20 |

Job opportunities for child, family, and school social workers and related occupations are strongest in urban and surrounding areas in Tennessee. **Figure 3** shows that more community and social services occupations in Tennessee are employed and needed in the Memphis, Nashville, Knoxville, Clarksville, and Chattanooga areas than in surrounding areas.

⁵ Career One Stop. (2017). *Occupation Profile, State and National Trends*. Retrieved from <http://www.onetonline.org/link/summary/21-1093.00>

Figure 3. 2014 Estimated Employment³



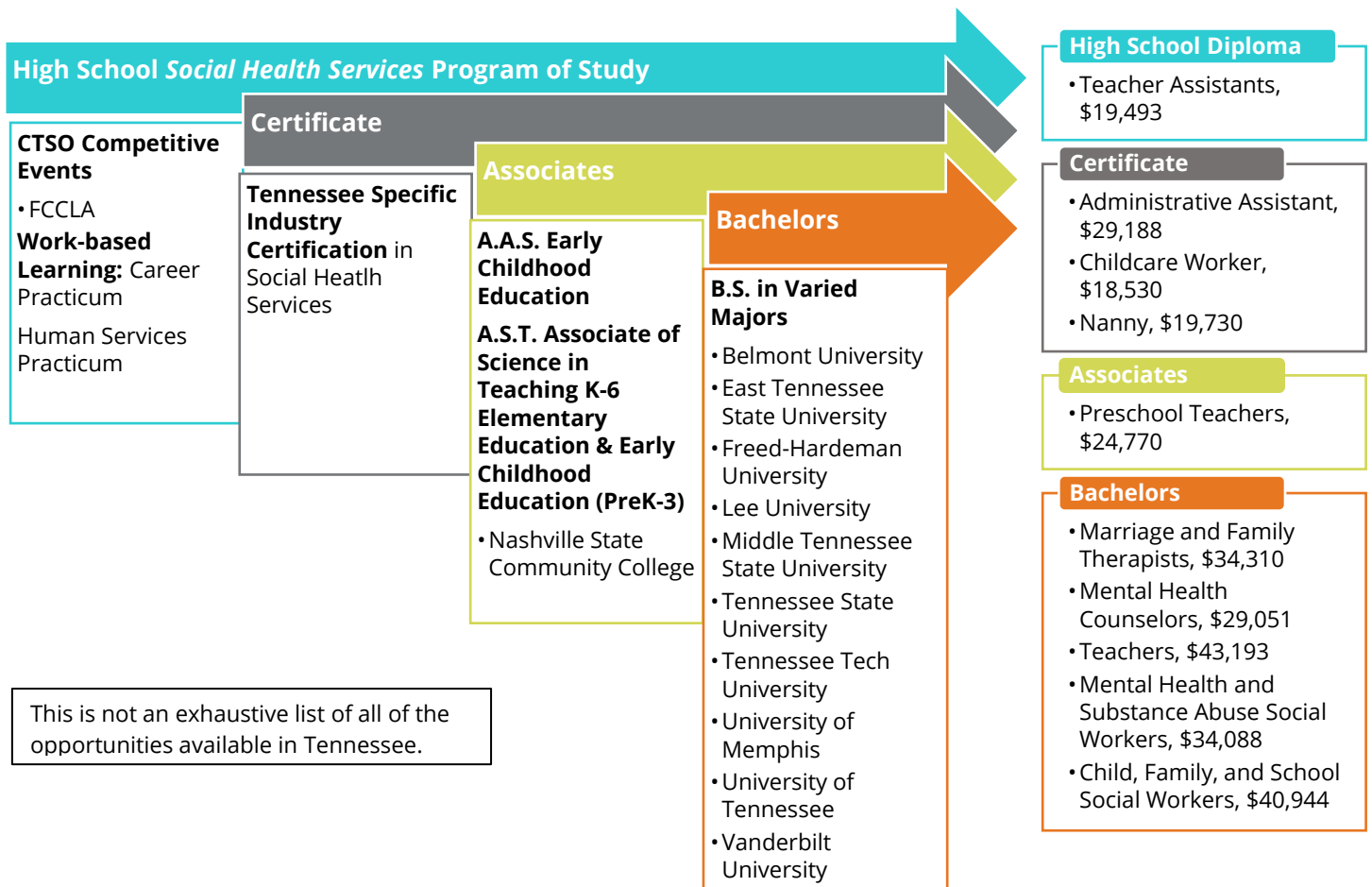
Postsecondary Pathways

Upon completion of this program of study, students will have compiled artifacts for a portfolio in preparation for future training and will be prepared to continue their studies at the postsecondary level. Human Services Practicum is a capstone course in which the student will be proficient in components of communication, critical thinking, problem solving, information technology, ethical and legal responsibilities, leadership, and teamwork in relation to family and community structures. Instruction may be delivered through school-based laboratory training or through work-based learning arrangements such as cooperative education, mentoring, and job shadowing.

Tennessee Specific Industry Certification in social health services will be piloted in the 2017-18 SY to students who have completed all four levels in the Social Health Services program of study. This certification will provide credentialing of the student's knowledge and skills to secure employment or transition to postsecondary areas that are high wage, high skill and/or high demand careers.

Figure 4 outlines the related career opportunities and the training necessary for each. While some occupations require a high school diploma or postsecondary certificate only, the highest paid occupations in social health service occupations require a bachelor's degree, and most require a master's degree.

Figure 4. Postsecondary Pathways⁶



Current Secondary Landscape

In the 2014-15 school year, 166 schools in Tennessee offered courses in the program of study of Social Health Sciences and 9,488 students were enrolled in an *Introduction to Human Studies* course. Of that group, only 5,753 students were enrolled in *Lifespan Development*, the level two course and steadily decreased in the level three course, *Family Studies*, with 3,834 students. Only 280 students were enrolled in the capstone course, *Human Services Practicum*. The number of students enrolled in a social health services course has decreased in the past three years but slowed significantly this last year. **Figure 5** shows the open enrollment analysis for 2014-15 SY through 2016-17 SY, student enrollment for 2013-14 SY through 2016-17 SY, and concentrators for 2014-15 SY and 2015-16 SY in the Social Health Services program of study.

⁶ Tennessee Department of Labor and Workforce Development, Job4TN Online. (2017). *Occupational Employment and Wages*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

Figure 5. Open Enrollment Analysis 2014-15 to 2016-17⁷

| Social Health Services | |
|------------------------|----------------|
| 2014-15 | 166 |
| 2015-16 | 145 |
| 2016-17 | 143 |
| | <i>Decline</i> |

Student Enrollment⁷

| SY | Introduction to Human Studies* | Lifespan Development | Family Studies | Human Services Practicum* |
|----------------|--------------------------------|----------------------|----------------|---------------------------|
| 2013-14 | --- | 7507 | --- | --- |
| 2014-15 | 9488 | 5753 | 3834 | 280 |
| 2015-16 | 8433 | 5271 | 3365 | 264 |

*Introduction course and capstone course to *Social Health Services* and *Dietetics and Nutrition*.

Social Health Services Concentrators⁷

| Social Health Services | |
|------------------------|-----------------|
| 2014-15 | 584 |
| 2015-16 | 907 |
| | <i>Increase</i> |

Recommendations

Through advisory council meetings and discussions with industry and postsecondary partners, it is the recommendation to add standards to align to the workforce requirements addressing competent, unbiased, and relevant writing of case notes and reporting as well as standards that promote proficient cultural competence, community development, environment, and law and public policy analysis. These standards will add rigor and relevancy to align to the human and social sciences occupations.

As a recommendation from the Human Services advisory council, we should further discuss the possibility of revising the program of study title that addresses and encompasses the career pathway opportunities. Discussion was centered on “sciences” rather than “services”. Recommended phrasing in the table below.

⁷ Tennessee Department of Education. (2017). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.



| 2018-19 Program of Study | Level 1 | Level 2 | Level 3 | Level 4 |
|---|--|-----------------------------------|--|--|
| Social Health Services Human and Social Sciences | Introduction to Human Studies (6137) | Lifespan Development (6013) | Family Studies (6136) -or- Dual Enrollment Social Health Services (4108) | Human Services Practicum (6138) -and/or- Psychology (3433) -and/or- Sociology (3432) -or- Dual Enrollment Social Health Services (4108) |
| | | | | Industry Certification: Tennessee Specific Industry Certification in Social Health Services |

References

Tennessee Department of Education. (2017). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>

Tennessee Department of Education. (2017). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.

Tennessee Department of Labor & Workforce Development, Jobs4TN Online. (2017). *Employment Wage and Data*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

Tennessee Department of Labor and Workforce Development, Job4TN Online. (2017). *Occupational Employment and Wage Rates*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2017). *Occupational Projections (Long-term)*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

United States Department of Labor, Bureau of Labor Statistics. (2017, April 26). *Occupational Outlook Handbook, 2016-17 Edition*. Retrieved from <http://www.bls.gov/ooh/community-and-social-service/social-workers.htm>

United States Department of Labor, Employment and Training Administration. (2017). *Career One Stop*. Retrieved from <http://www.careeronestop.org/>

Dietetics and Nutrition

| 2017-18 Program of Study | Level 1 | Level 2 | Level 3 | Level 4 |
|--------------------------------|--------------------------------------|--------------------------------------|--|--|
| Dietetics and Nutrition | Introduction to Human Studies (6137) | Nutrition Across the Lifespan (6005) | Nutrition Science and Diet Therapy ² (6007) -or- Dual Enrollment Dietetics & Nutrition (4109) | Human Services Practicum (6138) -and/or- Psychology (3433) -and/or- Sociology (3432) -or- Dual Enrollment Dietetics & Nutrition (4109) |

Description

Dietetics and Nutrition is designed to prepare students for occupations that focus on nutritional well-being, such as a dietitian or nutritional counselor. The course content covers the foundations of human needs, nutritional requirements and issues, nutrients and their relation to disease, and disease prevention. Upon completion of this program of study, students will graduate with a professional portfolio and will be prepared for further study or a variety of nutritional career opportunities.⁸ Students may gain job experience while still in high school through local and Career and Technical Student Organizations (CTSO) competitions and work-based learning.

Job Outlook

The job outlook for the dietetic and nutrition-related occupations is very competitive and the growth rate is positive.⁹ Employment of dietitians and nutritionists is projected to grow 23.8 percent from 2014 to 2024. In recent years, interest in the role of food and nutrition in promoting health and wellness has increased, particularly as a part of preventative healthcare in medical settings.¹⁰ According to the Centers for Disease Control, more than one-third of U.S. adults are obese. Many diseases, such as diabetes and kidney disease, are associated with obesity.

⁸ Tennessee Department of Education. (2017). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>

⁹ Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2017). *Occupational Projections (Long-term)*. Retrieved from <https://www.jobs4tn.gov/vosnet/Default.aspx>

¹⁰ United States Department of Labor, Bureau of Labor Statistics. (2017, April 27). *Occupational Outlook Handbook, 2016-17 Edition, Dietitians and Nutritionists*. Retrieved from <http://www.bls.gov/ooh/healthcare/dietitians-and-nutritionists.htm>

The importance of diet in preventing and treating illnesses is now well known.¹¹ More dietitians and nutritionists will be needed to provide care for people with these conditions. In addition, there will be demand for dietitians in grocery stores to help consumers make healthy food choices.

As the baby-boom generation grows older and looks for ways to stay healthy, there will be more demand for dietetic services. Also, an aging population will increase the need for dietitians and nutritionists in nursing homes. **Figure 1** and **Figure 2** outline the related career opportunities in Tennessee.

Figure 1. Tennessee employment projections for dietetic and nutrition-related occupations with positive job openings projected 2014-24¹²

| Occupation | 2014 Estimated Employment | 2024 Projected Employment | Total 2014- 2024 Employment Change | Total Percent Change | Median Salary |
|-------------------------------------|---------------------------------|---------------------------------|---|----------------------------|------------------|
| Athletic Trainers | 650 | 860 | 210 | 32.40% | \$42,010 |
| Community Health Workers | 500 | 620 | 120 | 24.80% | \$31,950 |
| Dietetic Technicians | 960 | 1,110 | 150 | 15.50% | \$22,050 |
| Dietitians and Nutritionists | 1,200 | 1,490 | 290 | 23.80% | \$54,310 |
| Health Educators | 830 | 1,120 | 290 | 34.60% | \$34,330 |
| Healthcare Social Workers | 3,420 | 4,470 | 1,050 | 30.60% | \$52,690 |

Figure 2. State and national trends for dietitians and nutritionists occupations with positive projections 2014-24¹³.

| United States | Employment | | Percent Change | Projected Annual Job Openings |
|------------------------------|------------|--------|-------------------|-------------------------------------|
| | 2014 | 2024 | | |
| Dietitians and Nutritionists | 66,700 | 77,600 | +16% | 1,600 |
| Tennessee | Employment | | Percent Change | Projected Annual Job Openings |
| | 2014 | 2024 | | |
| Dietitians and Nutritionists | 1,200 | 1,490 | +24% | 40 |

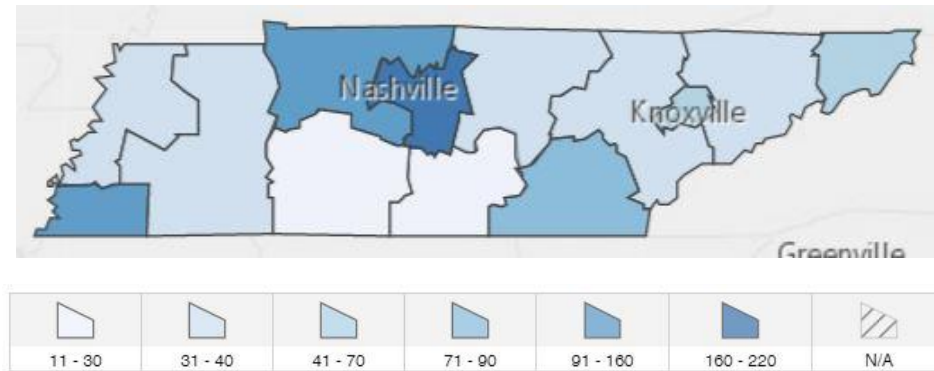
¹¹ United States of Health & Human Services, Centers for Disease Control and Prevention. (2017). *Division of Nutrition, Physical Activity, and Obesity*. Retrieved from <http://www.cdc.gov/nutrition/>

¹² Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2017). *Employment Wage and Data*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occpj>

¹³ Career One Stop. (2017). *Occupation Profile, State and National Trends*. Retrieved from <https://www.onetonline.org/link/summary/29-1031.00>

Job opportunities for dietetics and nutrition related occupations are strongest in urban and surrounding areas in Tennessee. **Figure 3** shows that more dietitians and nutritionists are employed in the Memphis, Nashville, Clarksville, Knoxville, and Chattanooga areas than in surrounding areas.

Figure 3. 2014 Estimated Employment⁹



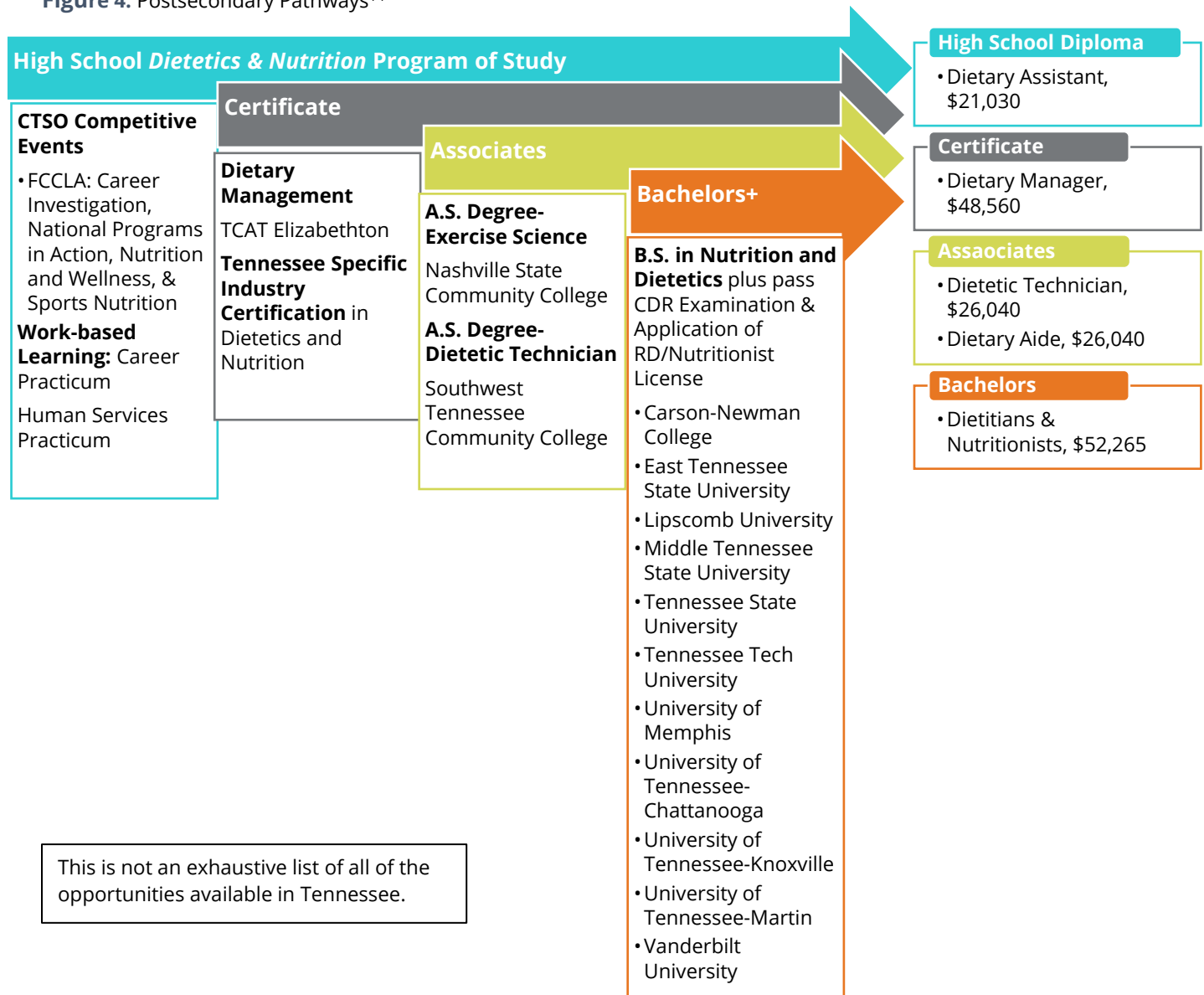
Postsecondary Pathways

Upon completion of this program of study, students will have compiled artifacts for a portfolio in preparation for future training and will be prepared to continue their studies at the postsecondary level or a variety of career opportunities. Human Services Practicum is a capstone course in which the student will be proficient in components of communication, critical thinking, problem solving, information technology, ethical and legal responsibilities, leadership, and teamwork in relation to dietetic and nutrition occupations. Instruction may be delivered through school-based laboratory training or through work-based learning arrangements such as cooperative education, mentoring, and job shadowing.

Tennessee Specific Industry Certification in dietetics and nutrition will be piloted in the 2017-18 SY to students who have completed all four levels in the Dietetics and Nutrition program of study. This certification will provide credentialing of the student's knowledge and skills to secure employment or transition to postsecondary areas that are high wage, high skill and/or high demand careers.

Figure 4 outlines the related career opportunities and the training necessary for each. While some occupations require a high school diploma or postsecondary certificate only, the highest paid occupations in dietetics and nutrition occupations require a bachelor's degree.

Figure 4. Postsecondary Pathways¹⁴



Current Secondary Landscape

In the 2014-15 school year, 111 schools in Tennessee offered courses in the program of study of Dietetics and Nutrition, 5,329 students were enrolled in a level two course, *Nutrition Across the Lifespan*.¹⁵ Of that group, only 1,237 students were enrolled in *Nutrition Science and Diet Therapy*, the level three course. The number of students enrolled in a dietetic and nutrition course has decreased in the past two years, however student concentrators have increased. **Figure 5** shows the open

¹⁴ Tennessee Department of Labor and Workforce Development, Job4TN Online. (2017). *Occupational Employment and Wages*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

enrollment analysis for 2014-15 SY through 2016-17 SY, student enrollment for 2013-14 SY through 2016-17 SY, and concentrators for 2014-15 SY and 2015-16 SY in the Dietetics and Nutrition program of study.

Figure 5. Open Enrollment Analysis 2014-15 to 2016-17¹⁵

| Dietetics & Nutrition | |
|-----------------------|----------------|
| 2014-15 | 111 |
| 2015-16 | 116 |
| 2016-17 | 108 |
| | <i>Decline</i> |

Student Enrollment¹⁵

| SY | Introduction to Human Studies* | Nutrition Across the Lifespan | Nutrition Science and Diet Therapy | Human Services Practicum* |
|----------------|--------------------------------|-------------------------------|------------------------------------|---------------------------|
| 2013-14 | --- | 7384 | 163 | --- |
| 2014-15 | 9488 | 5329 | 1237 | 280 |
| 2015-16 | 8433 | 5085 | 1153 | 264 |

*Introduction course and capstone course to *Social Health Services* and *Dietetics and Nutrition*.

Dietetics & Nutrition Concentrators¹⁵

| Dietetics & Nutrition | |
|-----------------------|-----------------|
| 2014-15 | 261 |
| 2015-16 | 439 |
| | <i>Increase</i> |

¹⁵ Tennessee Department of Education. (2017). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.

Recommendations

Only changes recommended at this time is to change the word “surplus” to “excess” throughout all four courses. This inaccuracy was pointed out during the Dietetics and Nutrition Tennessee Specific Industry Certification work group meeting.

Continue to market the program of study through resources as well as provide specific support to educators who teach the courses within this program of study.

| 2018-19 Program of Study | Level 1 | Level 2 | Level 3 | Level 4 |
|------------------------------------|--|--|---|---|
| Dietetics and Nutrition | Introduction to Human Studies (6137) | Nutrition Across the Lifespan (6005) | Nutrition Science and Diet Therapy ² (6007) -or- Dual Enrollment Dietetics & Nutrition (4109) | Human Services Practicum (6138) -and/or- Psychology (3433) -and/or- Sociology (3432) -or- Dual Enrollment Dietetics & Nutrition (4109) |
| | | | | Industry Certification: Tennessee Specific Industry Certification in Dietetics and Nutrition |

References

Tennessee Department of Education, Career and Technical Education. (2017). Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>

Tennessee Department of Education. (2017). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.

Tennessee Department of Labor & Workforce Development, Jobs4TN Online. (2017). *Employment Wage and Data*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2017). *Occupational Projections (Long-term)*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

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United States Department of Labor, Bureau of Labor Statistics. (2017, April 27). *Occupational Outlook Handbook, 2016-17 Edition, Dietitians and Nutritionists*. Retrieved from <http://www.bls.gov/ooh/healthcare/dietitians-and-nutritionists.htm>

United States of Health & Human Services, Centers for Disease Control and Prevention. (2016). *Division of Nutrition, Physical Activity, and Obesity*. Retrieved from <http://www.cdc.gov/>

Cosmetology

| 2017-18 Program of Study | Level 1 | Level 2 | Level 3 | Level 4 |
|--------------------------------|-------------------------|--------------------------|--|--|
| Cosmetology | Cosmetology I (5983) | Cosmetology II (5986) | Cosmetology III (5984) -or- Dual Enrollment Cosmetology (4110) | Cosmetology IV (6179) -or- Dual Enrollment Cosmetology (4110) |
| | | | | Industry Certification: TN Board of Cosmetology & Barbering— TN Cosmetologist 1010 |

Description

Cosmetology is designed to prepare students for careers within the personal care industry, including hairstylist, colorist, cosmetologist, and makeup and nail technician. The courses in the program of study cover efficient and safe work practices, nail procedures, hair design, facial procedures, chemical services, salon business concepts, and state board theoretical and practical application. Students may acquire hours to transfer to a postsecondary institution to complete the requirements needed to be eligible to take the Tennessee State Board of Cosmetology examination for a Tennessee Cosmetology License.¹⁶ Students may gain job experience while still in high school through local and Career and Technical Student Organizations (CTSO) competitions and work-based learning.

Job Outlook

The Tennessee Department of Labor and Workforce Development projects 332 average annual openings (one percent growth) for hairdressers, hairstylists, and cosmetologists from 2014 to 2024 with a total of 10,660 employed in the group in Tennessee in 2024.¹⁷ Nationally, jobs for barbers, hairdressers, and cosmetologists are projected to grow by ten percent from 2014 to 2024, faster than average for all occupations. The demand for hair coloring, hair straightening, and other

¹⁶ Tennessee Department of Education. (2017). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>

¹⁷ Tennessee Department of Labor and Workforce Development, Job4TN Online. (2017). *Occupational Projections (Long-term)*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

advanced hair treatments has risen in recent years, a trend that is expected to continue.¹⁸ In Tennessee, 11 average annual openings are projected for manicurists and pedicurists. Skincare specialists are expected to grow by 37.9 percent because of their employment in the medical field. Every occupation in this area requires a postsecondary certificate and the attainment/renewal of license. **Figure 1** and **Figure 2** outlines the related career opportunities.

Figure 1. Tennessee employment projections for cosmetology-related occupations with positive job openings projected 2014-24.¹⁷

| Occupation | 2014 Estimated Employment | 2024 Projected Employment | Total 2014- 2024 Employment Change | Total Percent Change | Median Salary |
|---|---------------------------------|---------------------------------|---|-------------------------|------------------|
| Barbers | Confidential | Confidential | Confidential | Confidential | Confidential |
| Hairdressers, Hairstylists, and Cosmetologists | 9,580 | 10,660 | 1,080 | 11.20% | \$24,130 |
| Makeup Artists, Theatrical and Performance | Confidential | Confidential | Confidential | Confidential | \$59,050 |
| Managers, All Other | 12,500 | 13,790 | 1,280 | 10.30% | \$77,680 |
| Manicurists and Pedicurists | 460 | 530 | 70 | 15.30% | \$18,710 |
| Sales and Related Workers, All Other | 3,160 | 3,540 | 380 | 12.00% | \$30,640 |
| Skincare Specialists | 570 | 780 | 220 | 37.90% | \$28,000 |

Figure 2. State and national trends for cosmetology-related occupations with positive projections 2014-24¹⁹.

| United States | Employment | | Percent Change | Projected Annual Job Openings |
|--|------------|---------|-------------------|-------------------------------------|
| | 2014 | 2024 | | |
| Hairdressers, Hairstylists, and Cosmetologists | 597,200 | 655,600 | +10% | 21,210 |
| Tennessee | Employment | | Percent Change | Projected Annual Job Openings |
| | 2014 | 2024 | | |
| Hairdressers, Hairstylists, and Cosmetologists | 9,580 | 10,660 | +11% | 330 |

¹⁸ United States Department of Labor, Bureau of Labor Statistics. (2017, April 27). *Occupational Outlook Handbook, 2016-17 Edition*. Retrieved from <http://www.bls.gov/ooh/>

¹⁹ Career One Stop. (2017). *Occupation Profile, State and National Trends*. Retrieved from <https://www.onetonline.org/link/summary/29-1031.00>

Labor supply and demand in Tennessee for this program of study is very competitive and the growth rate is positive. According to the Tennessee Department of Commerce & Insurance and the board of Cosmetology and Barber Examiners in 2014, there were 51,000 licensed cosmetologists, manicurists, aestheticians, and natural hair stylists combined, and 5,000 master barbers.²⁰ Nationally, a large number of job openings will stem from the need to replace workers who transfer to other occupations, retire, or leave the occupation for other reasons. However, workers should expect strong competition for jobs and clients at higher paying salons, of which there are relatively few and for which applicants must compete with a large pool of experienced hairdressers and cosmetologists.¹⁸

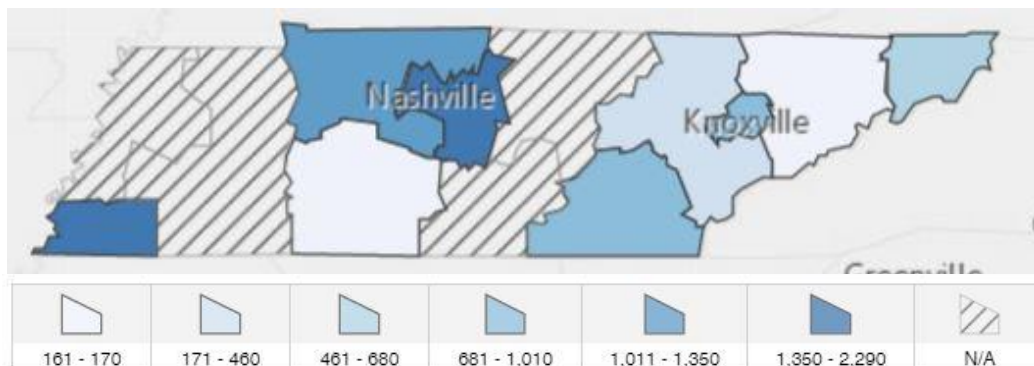
In Tennessee in 2013, 51.1 percent of cosmetologist who completed the required course hours were employed following certification and 28.6 percent of barbering completers were employed the same year. **Figure 3** displays the number of completers available and completers employed.

Figure 3. Labor Supply and Demand for Tennessee-Placement Rates for Tennessee in 2013.²¹

| Program | Title | Completers Available | Completers Employed | Rate |
|---------|--|----------------------|---------------------|-------|
| 12.0401 | Cosmetology/Cosmetologist, General. | 305 | 156 | 51.1% |
| 12.0402 | Barbering/Barber. | 35 | 10 | 28.6% |
| 12.0410 | Nail Technician/Specialist and Manicurist. | 12 | 9 | 75% |

Job opportunities for hairdressers, hairstylists, and cosmetologists are strongest in urban and surrounding areas in Tennessee. **Figure 4** shows that more cosmetologists and barbers are employed in the Memphis, Nashville, Knoxville, Clarksville, and Chattanooga areas and in surrounding areas.

Figure 4. 2014 Estimated Employment¹⁷



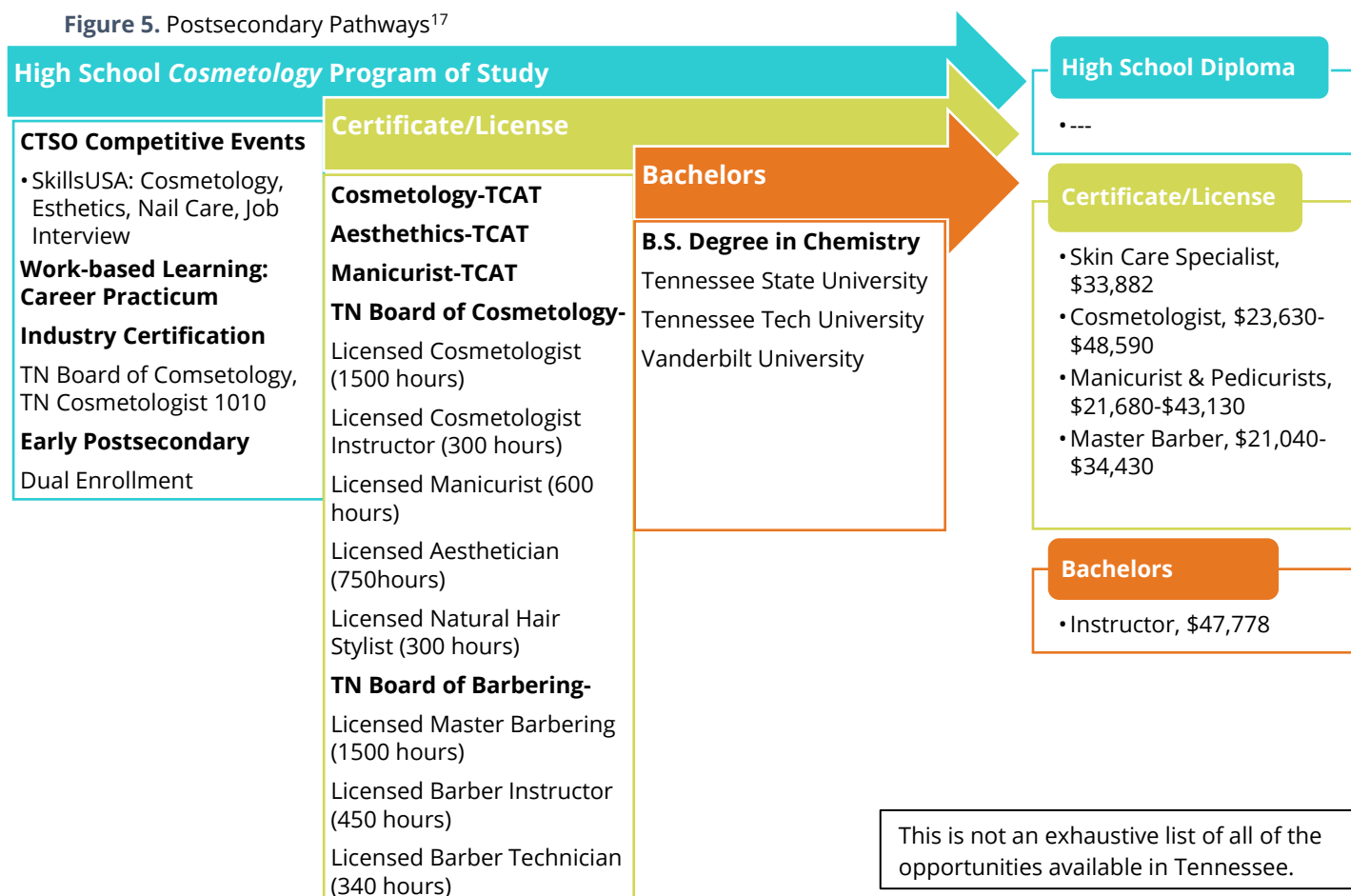
²⁰ Tennessee Department of Commerce & Insurance. (2017). *Board of Cosmetology and Barber Examiners*. <https://www.tn.gov/commerce/article/cosmo-additional-information>

²¹ Tennessee Department of Labor & Workforce Development, Jobs4TN Online. (2017). *Labor Supply and Demand for Tennessee*. Retrieved from <https://www.jobs4tn.gov/vosnet/Default.aspx>

Postsecondary Opportunities

Upon completion of this program of study, students will be prepared to sit for the cosmetology certification and apply for a license or transfer to a postsecondary institution to complete hourly requirements to be eligible to take the Tennessee State Board of Cosmetology examinations for a Tennessee Cosmetology License. **Figure 5** outlines the related career opportunities and the training necessary for each.

Figure 5. Postsecondary Pathways¹⁷



Current Secondary Landscape

In the 2014-15 school year, 105 schools in Tennessee offered courses in the program of study of Cosmetology and 3,482 students were enrolled in the foundational course, *Principles of Cosmetology*. Of that group, only 2,128 students were enrolled in the level two course, *Design Principles of Cosmetology* and steadily decreased in the level three course, *Chemistry of Cosmetology*, to 1,263 students. However, the number of students enrolled in a cosmetology courses have increased in the past two years. In **Figure 6**, it is evident that not all students are not completing a program of study because of the increasingly drop of student enrollment in each course. However, the four new

courses (*Cosmetology I-IV*) and standards that will be implemented in the 2017-18 SY should help programs align to the completion of cosmetology certification hours and alignment of postsecondary opportunities encouraging the completion of the program of study. **Figure 6** shows the open enrollment analysis for 2014-15 SY through 2016-17 SY, student enrollment for 2013-14 SY through 2016-17 SY, and concentrators for 2014-15 SY and 2015-16 SY in the Cosmetology program of study.

Figure 6. Open Enrollment Analysis 2014-15 to 2016-17²²

| Cosmetology | |
|----------------|-----------------|
| 2014-15 | 105 |
| 2015-16 | 100 |
| 2016-17 | 121 |
| | <i>Increase</i> |

Student Enrollment²²

| SY | Principles of Cosmetology | Design Principles of Cosmetology | Chemistry of Cosmetology | Entrepreneurship* |
|----------------|---------------------------|----------------------------------|--------------------------|-------------------|
| 2013-14 | 3611 | 1798 | 1194 | 1109 |
| 2014-15 | 3482 | 2128 | 1263 | 1564 |
| 2015-16 | 3561 | 2036 | 1337 | 1733 |

*The Entrepreneurship course is also offered in the *Entrepreneurship and Barbering* programs of study. Data is reflecting all areas.

Cosmetology Concentrators²²

| Cosmetology | |
|----------------|-----------------|
| 2013-14 | 1229 |
| 2014-15 | 1310 |
| 2015-16 | 1660 |
| | <i>Increase</i> |

Recommendation

No changes are recommended to the course standards in the program of study at this time. Continue to provide support to cosmetology instructors while they adjust to the new courses and standards.

²² Tennessee Department of Education. (2017). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.



| 2018-19 Program of Study | Level 1 | Level 2 | Level 3 | Level 4 |
|--------------------------------|-------------------------|--------------------------|--|--|
| Cosmetology | Cosmetology I (5983) | Cosmetology II (5986) | Cosmetology III (5984) -or- Dual Enrollment Cosmetology (4110) | Cosmetology IV (6179) -or- Dual Enrollment Cosmetology (4110) |
| | | | | Industry Certification: TN Board of Cosmetology & Barbering— TN Cosmetologist 1010 |

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Barbering

| 2017-18 Program of Study | Level 1 | Level 2 | Level 3 | Level 4 |
|--------------------------------|-----------------------|------------------------|--|---|
| Barbering | Barbering I (5972) | Barbering II (5973) | Barbering III (5974) -or- Dual Enrollment Barbering (4111) | Entrepreneurship (5934) -or- Dual Enrollment Barbering (4111) |
| | | | Industry Certification: TN Board of Cosmetology & Barbering— TN Master Barber 1010 | |

Description

Barbering focuses on the skills and knowledge needed for individuals interested in careers within the barbering industry. Course content provides students with the opportunity to acquire fundamental skills in barbering theory while applying technical skills related to safety, principles of hair, nail structure, and scalp care.²³ Students may gain job experience while still in high school through local and Career and Technical Student Organizations (CTSO) competitions and work-based learning.

Job Outlook

Nationally, jobs for barbers, hairdressers, and cosmetologists are projected to grow by ten percent from 2014 to 2024, faster than the average for all occupations. The demand for hair coloring, hair straightening, and other advanced hair treatments has risen in recent years, a trend that is expected to continue. The mean salary for barbers nationally is \$23,030.²⁴ There were three job openings advertised online in Tennessee for Barbers on April 27, 2017 and 23 job opening advertised online for the related occupation group of Personal Care and Service Occupations in Tennessee.²⁵ **Figure 1** and **Figure 2** outlines the related career opportunities. Every occupation in this area requires a postsecondary certificate and the attainment/renewal of license.

²³ Tennessee Department of Education. (2017). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>

²⁴ United States Department of Labor, Bureau of Labor Statistics. (2017, April 27). *Occupational Outlook Handbook, 2016-17 Edition*. Retrieved from <http://www.bls.gov/ooh/personal-care-and-service/barbers-hairdressers-and-cosmetologists.htm>

²⁵ Tennessee Department of Labor and Workforce Development, Job4TN Online. (2017). *Occupational Profile*. Retrieved from <https://www.jobs4tn.gov/vosnet/lmi/occ/occsummary.aspx?enc=e7AKr7bjUGRBEdr>

Figure 1. Tennessee employment projections for barbering-related occupations with positive job openings projected 2014-24.²⁶

| Occupation | 2014 Estimated Employment | 2024 Projected Employment | Total 2014- 2024 Employment Change | Total Percent Change | Median Salary |
|---|---------------------------------|---------------------------------|---|-------------------------|------------------|
| Barbers | Confidential | Confidential | Confidential | Confidential | Confidential |
| Hairdressers, Hairstylists, and Cosmetologists | 9,580 | 10,660 | 1,080 | 11.20% | \$24,130 |
| Makeup Artists, Theatrical and Performance | Confidential | Confidential | Confidential | Confidential | \$59,050 |
| Managers, All Other | 12,500 | 13,790 | 1,280 | 10.30% | \$77,680 |
| Manicurists and Pedicurists | 460 | 530 | 70 | 15.30% | \$18,710 |
| Sales and Related Workers, All Other | 3,160 | 3,540 | 380 | 12.00% | \$30,640 |
| Skincare Specialists | 570 | 780 | 220 | 37.90% | \$28,000 |

Figure 2. State and national trends for barbers with positive projections 2014-24²⁷.

| United States | Employment | | Percent Change | Projected Annual Job Openings |
|---------------|------------|--------|-------------------|-------------------------------------|
| | 2014 | 2024 | | |
| Barbers | 59,200 | 65,100 | +10% | 1,700 |
| Tennessee | Employment | | Percent Change | Projected Annual Job Openings |
| | 2014 | 2024 | | |
| Barbers | N/A | N/A | N/A | N/A |

Labor supply and demand in Tennessee for this cluster is very competitive and the growth rate is positive. According to the TN Department of Commerce & Insurance and the board of Cosmetology and Barber Examiners in 2014, there were 51,000 licensed cosmetologists, manicurists, aestheticians, and natural hair stylists combined, and 5,000 master barbers.²⁸ Nationally, a large number of job openings will stem from the need to replace workers who transfer to other occupations, retire, or leave the occupation for other reasons. However, workers should expect strong competition for jobs and clients at higher paying salons, of which there are relatively few and

²⁶ Tennessee Department of Labor and Workforce Development, Job4TN Online. (2017). *Occupational Projections (Long-term)*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

²⁷ Career One Stop. (2017). *Occupation Profile, State and National Trends*. Retrieved from <https://www.onetonline.org/link/summary/29-1031.00>

²⁸ Tennessee Department of Commerce & Insurance. (2017). *Board of Cosmetology and Barber Examiners*. <https://www.tn.gov/commerce/article/cosmo-additional-information>

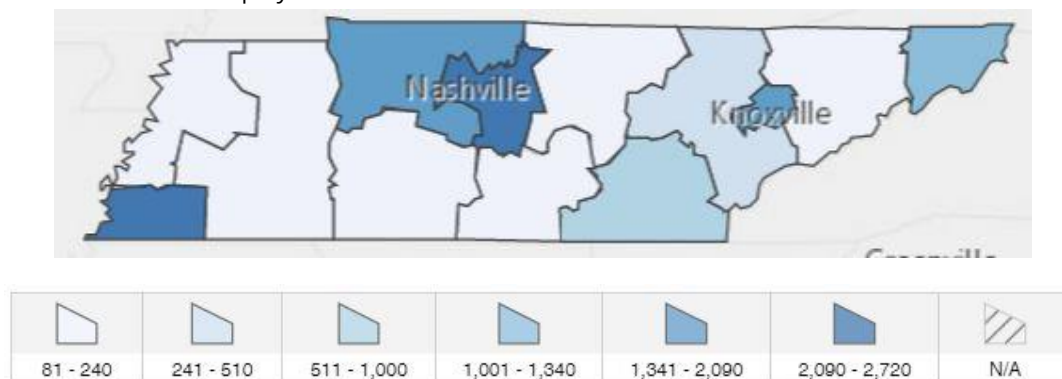
for which applicants must compete with a large pool of experienced hairdressers and cosmetologists.²³ **Figure 3** displays the number of completers available and completers employed.

Figure 3. Labor Supply and Demand for Tennessee-Placement Rates for Tennessee in 2013²⁹.

| Program | Title | Completers Available | Completers Employed | Rate |
|----------------|---|----------------------|---------------------|-------|
| 12.0401 | Cosmetology/Cosmetologist, General | 305 | 156 | 51.1% |
| 12.0402 | Barbering/Barber | 35 | 10 | 28.6% |
| 12.0410 | Nail Technician/Specialist and Manicurist | 12 | 9 | 75% |

Job opportunities for hairdressers, hairstylists, master barbers, and cosmetologists are strongest in urban and surrounding areas in Tennessee. **Figure 4** shows that more personal appearance workers are employed in the Memphis, Nashville, Knoxville, Clarksville, and Chattanooga areas than in surrounding areas.

Figure 4. 2014 Estimated Employment²⁵

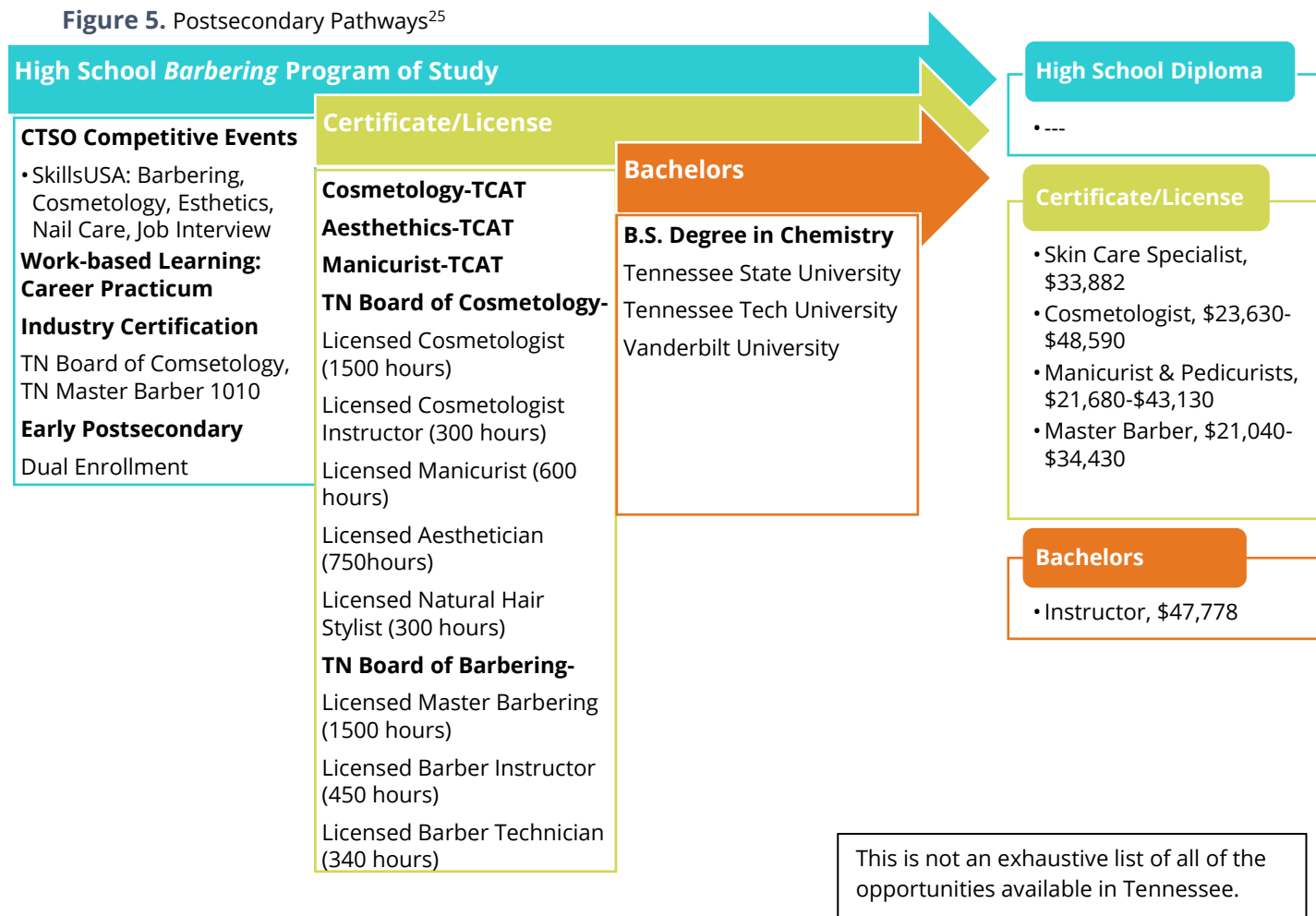


²⁹Tennessee Department of Labor & Workforce Development, Jobs4TN Online. (2016). *Labor Supply and Demand for Tennessee*. Retrieved from <https://www.jobs4tn.gov/vosnet/Imi/LabSupplyDetails.aspx?geo=4701000000&time=20130100&session=LABSUPPLY&subsession=99&clustercode=10.4110000&onelic=True>

Postsecondary Opportunities

Upon completion and acquisition of 340 hours in this program of study, students are eligible to take the Tennessee Board of Barbering Examination for a Tennessee Barbering Technician License. Students may decide to transfer to a postsecondary institution to complete hourly requirements to be eligible to take the Tennessee Board of Barbering Examination for a Tennessee Master Barber License. **Figure 5** outlines the related career opportunities and the training necessary for each.

Figure 5. Postsecondary Pathways²⁵



Current Secondary Landscape

In the 2014-15 school year, six schools in Tennessee offered courses in the Barbering program of study and 153 students were enrolled in the *Barbering I* course. Of that group, only 64 students were enrolled in Barbering II, and steadily decreased in the level three course with 17 students. The number of students enrolled in a barbering course has increased in the past two years. For the 2016-17 SY 26 schools offered the Barbering program of study. **Figure 6** shows the open enrollment

analysis for 2014-15 SY through 2016-17 SY, student enrollment for 2013-14 SY through 2016-17 SY, and concentrators for 2014-15 SY and 2015-16 SY in the Barbering program of study.

Figure 6. Open Enrollment Analysis 2014-15 to 2016-17³⁰

| Barbering | |
|----------------|-----------------|
| 2014-15 | 6 |
| 2015-16 | 5 |
| 2016-17 | 26 |
| | <i>Increase</i> |

Student Enrollment³⁰

| SY | Barbering I | Barbering II | Barbering III | Entrepreneurship* |
|----------------|-------------|--------------|---------------|-------------------|
| 2013-14 | 183 | 63 | 2 | 1109 |
| 2014-15 | 153 | 64 | 17 | 1564 |
| 2015-16 | 181 | 95 | 20 | 1733 |

*The Entrepreneurship course is also offered in the *Entrepreneurship and Cosmetology* programs of study. Data is reflecting all areas.

Barbering Concentrators³⁰

| Barbering | |
|----------------|-----------------|
| 2013-14 | 93 |
| 2014-15 | 83 |
| 2015-16 | 152 |
| | <i>Increase</i> |

³⁰ Tennessee Department of Education. (2017). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.

Recommendations

No changes recommended at this time but will be monitoring enrollment, industry data, and policy and law changes.

| 2018-19 Program of Study | Level 1 | Level 2 | Level 3 | Level 4 |
|--------------------------------|-----------------------|------------------------|--|---|
| Barbering | Barbering I (5972) | Barbering II (5973) | Barbering III (5974) -or- Dual Enrollment Barbering (4111) | Entrepreneurship (5934) -or- Dual Enrollment Barbering (4111) |
| | | | Industry Certification: TN Board of Cosmetology & Barbering— TN Master Barber 1010 | |

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